

**Military Family Relief Fund Advisory Committee**  
**4141 N. Third Street - Phoenix AZ 85012**  
**March 24, 2008 – 10 a.m.**  
**Arizona State Veteran Home**

**M I N U T E S**

**Committee Members Present**

John Aldecoa  
Joe Bibich  
Margy Bons  
Carol Culbertson  
George Cushing  
Jay Gordon  
Charles McCarty  
Randy Meyer  
Kathy Pearce  
Danny Thompson, Designee

**Arizona Department of Veterans' Services**

R. Gregg Maxon, Director  
Gabe Forsberg, Plans & Development Manager  
Diane D'Angelo, Outreach Coordinator

**Other Attendees**

Marcos Andrade  
Jeff Dollins, Assistant Attorney General

**Absent**

Jody Reidenhour  
Joan Sisco

**Call to Order**

Quorum was established and Committee Chair Joe Bibich called the meeting to order at 10 a.m. Committee Chair Bibich led the Pledge of Allegiance and facilitated attendee introductions.

**Review & Approval of February 25 Meeting Minutes**

Committee Chair Bibich called for review and approval of the February 25 meeting minutes.

**Motion:** Committee Member Randy Meyer made a motion to approve the minutes.

Committee Member George Cushing seconded the motion. The motion passed unanimously.

**Donation Fund & Outreach Update**

- Diane D'Angelo reported that as of March 21, 2008, just over \$40,000 has been donated. ADVS POC staff met with PRfect Media reps on March 19. MFRF logo and tagline will be launched in mid-April. SB-1169 has been assigned to the House Ways and Means and Rules Committees; second read.
- Deputy Director Mike Klier was interviewed about MFRF by "Camelback Jack" Dean on KOOL-FM.
- Designee Danny Thompson reported that he will be giving a MFRF PowerPoint presentation for the Governor's Office on Faith and Community Initiatives.

Committee members expressed interest in viewing the presentation; Ms. D'Angelo will distribute via email.

### **Review & Approval of Policies & Procedures Materials**

Committee Members requested the following changes:

- Chapter 2, Article IV, Section 3: Add ADVS Office of the Director as the principal office of the committee.
- Chapter 4, Section 5-f: Indicate policy as it currently stands, as well as the SB 1169 changes.
- MFRF Application: Add introductory paragraph explaining the intention of information requested. Add table itemizing fund requests. Ensure that income and expense tables indicate total household info. Add savings and checking balances to household income. Expand expenses and assets categories to include multiple vehicles and additional debts.

With these changes, the materials were approved by acclamation.

### **Fundraising Discussion**

Committee Chair Bibich asked when the MFRF brochure would be ready to distribute. Ms. D'Angelo replied that the logo and tagline would be ready by mid-April per PRfect Media.

Committee Member Kathy Pearce asked whether the Committee would get to approve advertising materials. She expressed concern that the materials accurately reflect military protocol. Committee Member Jay Gordon questioned the need for a professional firm to design the materials.

Ms. D'Angelo replied that using professionally designed, focus-group tested materials is cost-efficient and prudent use of the money allocated for MFRF start-up costs. She added the firm is working closely with ADVS to ensure the integrity of the MFRF materials.

Several committee members expressed a desire to see the logo and tagline prior to their release. Ms. D'Angelo will arrange a presentation to the Committee by the public relations firm after the focus group research is complete in mid-April.

Committee Chair Bibich inquired about soliciting MFRF stipend applicants. Ms. D'Angelo stated that the application will be available via the ADVS Web site, veterans' benefits counselors, VA Medical Centers / Regional Centers, veterans' service organizations, casualty officers; and non-profit organizations serving military members, veterans and their families.

Assistant Attorney General Jeff Dollins noted that Committee Members may promote the MFRF, but should not solicit individual applicants.

The Committee agreed to begin community outreach after April 15.

## **Election**

Election of Committee officers proceeded with the following results:

Vice Chair – Committee Member Randy Meyer  
Treasurer - Committee Member Margy Bons  
Secretary - Committee Member George Cushing

## **Call to the Public**

Treasurer Bons thanked Committee Member Carol Culbertson for attending the recent Operation HomeFront Spaghetti Dinner.

Committee Chair Bibich stated that he recently attended an event at the Bullhead City American Legion Post. Two recently returned service members were there and applauded by those in attendance. Another service member was about to be shipped to Iraq.

## **Adjournment**

Committee Chair Bibich adjourned the meeting at 12:30 p.m. The next meeting date will be determined at a later date.